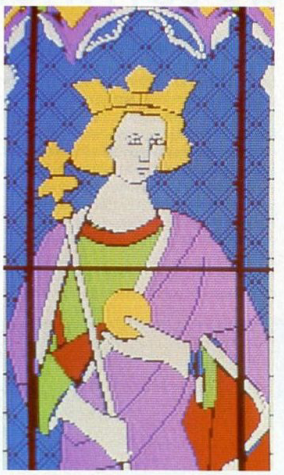
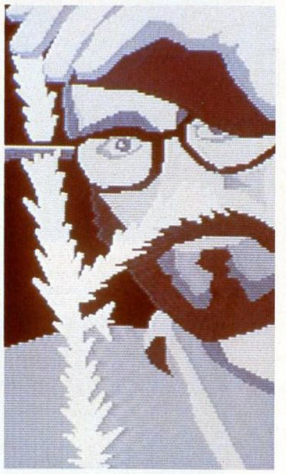
Government of Canada
Department of Communications
Gouvernement du Canada
Ministère des Communications

TELIDON TODAY

The technology of the future at work today





Most of the images on these pages have been generated on Telidon and photographed for use in Telidon Today.

Telidon's superior graphics – high resolution images, range of colors – use the natural language of drawing.

In the two years since the first Telidon terminal was unveiled, Telidon systems have sprung up across Canada and around the world, and Canadian manufacturers are gearing up production lines to meet the demand for equipment.

This year, Telidon systems will be used by government agencies in Canada, the United States and Venezuela as a cost-effective means to inform the public about government services.

Among the places where Telidon can be found are these:

- In Caracas, Venezuela, a Telidon system is providing the public with information on government health, social and economic aid programs in a project sponsored by Venezuela's Presidential Office of Statistics and Information (OCEI).
- The first international Telidon data base is being developed in 1981 by Teleglobe Canada as part of a three-year, $4.1 million videotex project to provide business and technical data to selected users in the international business and scientific community. Teleglobe Canada is Canada's international telecommunications carrier.
- In Los Angeles, The Times Mirror Company has purchased a Telidon system with 200 terminals for a major videotex trial in the Los Angeles area. The Los Angeles Times and other subsidiaries of Times Mirror are expected to be major information providers for the system, which will operate simultaneously over telephone and two-way cable networks. Times Mirror, one of the largest communications companies in North America, purchased the system and software for about $1 million from Telidon Videotex Systems Inc., of Stamford, Connecticut. The company is a subsidiary of Infomart of Toronto.
- Telidon technology forms an integral part of many of the recent proposals for new cable services in the U.S. It was, for example, recently chosen for a new cable system in Portland, Oregon.
- TVOntario, the provincial educational TV network, is expanding its data base of educational material for use in schools and public education programs. TVOntario launched the first field trial of Telidon and is using Telidon in its interactive videotex mode and in its one-way teletext mode.
- A 500-terminal videotex trial in Quebec and Ontario is sponsored by Bell Canada. Several thousand pages of information have been prepared for French and English-speaking home terminal users in Bell's Project Vista.
- In Vancouver, Telidon is being tested for the international information program of Vision Habitat, the North American information office of the United Nations Centre for Human Settlements. The agency is working with Computer Videotex Services of Vancouver.

Telidon program expanded

In February 1981, Canadian Communications Minister Francis Fox announced a $27.5 million increase in support for the Telidon program over the next two years. Department officials estimate the extra funds will lead to installation of 12,000 Telidon terminals by 1982.

In announcing the increased support for the Telidon program, Mr. Fox said Telidon "is quite simply the best videotex system in the world."

The extra funds will be used for the following:

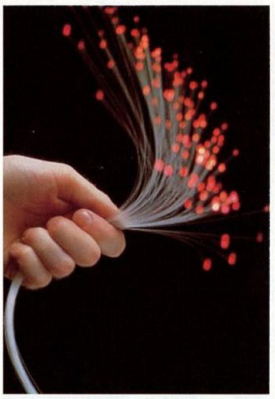
– Purchase by the government of 6,000 Telidon terminals in the next year to be loaned to industrial concerns for use in operating systems and trials, subject to their purchase of at least an equal number of terminals.

– Product research and development to reduce the price and expand the capabilities of Telidon equipment. New equipment will include captioning decoders for the hearing impaired.

– Support for important national and international Telidon systems, including a national broadcast teletext service in both languages.

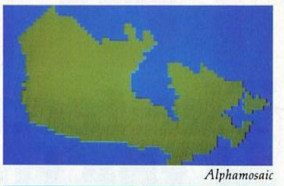
– Support for public interest initiatives to permit disadvantaged groups, minorities and consumer organizations to exploit Telidon's potential.

Robert M. Rennie (left), vice chairman of Touche Ross International, presents Communications Minister Francis Fox with the Touche Ross "New Perspectives" Award for Telidon's design excellence and technical superiority.



Optical fibres are only one means of transmitting Telidon signals; the system is compatible with many.

Canada – a world leader in communications



Alphamosaic

Alphageometric

There are few nations on earth where communications are so crucial to the survival of the individual, the community and the nation as Canada. As a result, Canada has been a world leader in developing the most advanced, most extensive and most adaptable communications networks. We have 63.3 telephones for every 100 people; three national and several regional television networks throughout the country; the world's first geostationary domestic satellite communications system; three transcontinental microwave networks; cable television available to 75 per cent of Canadian homes; and more fibre optic cable in place than any other country.

Telidon was developed with the flexibility to dovetail into these extensive networks and to be adaptable enough to work with any form of communications technology.

What makes Telidon better than other videotex systems are these principles underlying its development:

1) Independence of the terminal, data base and transmission medium ensures that those who use the system can choose the equipment and transmission system best suited to their needs, and allows one part of the network to be upgraded or changed without making other parts obsolete.

2) Simple and flexible information creation procedures ensure that all Canadians, whether they are individuals with simple messages or large corporations with highly complex information programs, can have access to the system with minimal cost or technical training.

3) Efficient data transmission and storage ensure best use of computer and terminal memories and allow more information to be transmitted at a lower cost.

4) Flexibility to accommodate technical advances. Just as a black and white television set can interpret color television signals, the Telidon system is designed so that early equipment models will still be able to display signals designed for future generations of equipment. Advances in associated equipment – TV receivers, transmission media, data base storage techniques – will not make Telidon obsolete. In fact, they will make it look even better.

At the heart of Telidon is the Picture Description Instructions (PDI) coding scheme. Unlike its major international competitors, Telidon uses alpha-geometric rather than alpha-mosaic graphics.

The first generation, alpha-mosaic videotex systems could draw diagonal lines only in a step-like fashion. Alpha-mosaic systems require images to be built up from a mosaic of colored squares that do not allow natural lines and curves and often must be drawn in an order dictated by the computer, rather than by the artist. The second generation, alpha-geometric system, however, allows the artist to use the natural language of drawing to create circles, rectangles, lines and polygons. It allows fine line drawings and the artist can have his or her images appear in the order in which he or she wishes them to appear.

SOCIOSCOPE INC. working with Telidon since 1979. Consultants in the Human Aspects of Advanced Technologies.

SOCIOSCOPE INC. is a leader in planning for consumer acceptance of advanced technologies such as **Telidon**. Working with system operators and others, we are studying consumer needs and preferences and assisting in the planning, development and evaluation of end-user Telidon applications.

— consumer and market research
— community and social applications
— seminars and publications

contact Dr. Michael Gurstein
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Canada K1N 8M2 Tel. (613) 235-7120

Telidon meets tomorrow's standards today

The Telidon system has been subjected to detailed study and approval as an international videotex standard by the International Telegraph and Telephone Consultative Committee (CCITT), the United Nations agency responsible for setting international telecommunications standards.

In addition to the alpha-geometric Telidon videotex system, the CCITT has also approved two alpha-mosaic systems, Britain's Prestel and France's Antiope. The three systems were approved without preference.

Canada's Communications Minister Francis Fox says now that all three systems have been approved on an equal footing. "The preference for one system over another will be determined in the market place. We are confident that when these systems are compared, Telidon will come out ahead on all counts, including cost."

The CCITT standards review process works on a four-year cycle, so no new forms of videotex technology will be approved before 1984.

Canadian manufacturers gear up to meet demand. Here, Norpak Ltd.'s MK III decoder panels emerge from production line.

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Electrohome pioneered the Canadian development of Telidon colour video displays for consumer and commercial applications. Our Telidon CRT displays have been used in all major field trials. Quality design and product innovation have been our strength for over 70 years.
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Telidon—the key to the wired city

Telidon is a sophisticated, easy-to-use graphics communications system which enables text and high quality animated images to be transmitted directly to television sets in homes and offices.

Telidon equipment opens the door to the millions of pages of information stored in computers by businesses, schools, governments, newspapers and publishing houses around the world.

Telidon can also be used for banking, shopping, electronic message and mail service or computer games and other applications.

Using an inexpensive Telidon terminal attached to an ordinary television set, the user can call up a wide range of information, from current news flashes to detailed statistical analyses, from shopping guides to first-aid lessons.

The same inexpensive decoder can be used in the most advanced color monitors to provide even more detailed and accurate images for scientific and technical use.

Creation of Telidon messages and images is done on a Telidon information provider terminal, using the highly flexible and simple-to-operate Telidon Picture Description Instructions. With a few minutes of instruction, even a child can create and manipulate any form of graphic design.

The Telidon system has been designed by researchers at the Canadian Department of Communications to be as flexible as possible and immune to obsolescence. As related technologies develop, existing Telidon equipment will be able to perform new functions and carry improved images.

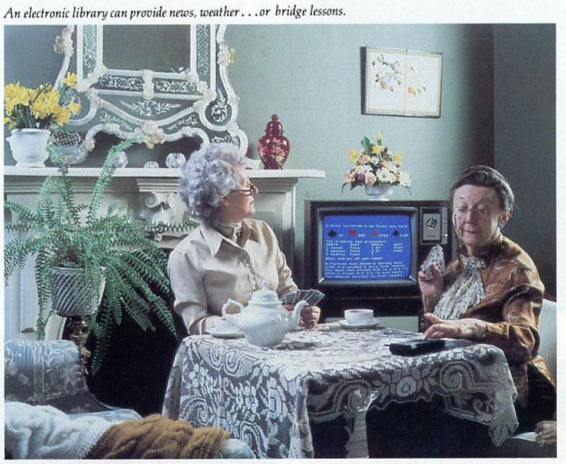
Although many different applications of Telidon technology are possible, the system comes in three basic forms: videotex, teletext and electronic audio-visual systems.

Telidon videotex is an interactive or two-way system in which the viewer, by means of a telephone line or two-way cable, calls up information for display on a modified television set. Using a keypad or a keyboard, the viewer can retrieve information from remote computer data bases. The data base is a form of electronic library with the potential to store millions of pages of information on news, weather, sports, video games, entertainment, education, research and business. A Telidon "page" is what appears on the screen and the image can be either static or animated.

Telidon teletext is the broadcast mode which permits viewers to receive text and graphics on an ordinary television receiver with a Telidon decoder. The decoder enables the TV set to receive hundreds of pages of information broadcast in the unused lines of regular television signals (the vertical blanking interval). Information of general interest is continually updated and rebroadcast every few minutes, while special interest programs can be scheduled to arrive at specific periods. Using a similar technique, the same teletext decoder can receive several thousand pages of information broadcast on a full cable television channel.

Equipped with a simple key pad that resembles a pocket calculator, the viewer can choose the features he or she wishes to have displayed on the TV. Teletext material can include news, weather, sports, community notes, stock listings and advertising.

An electronic library can provide news, weather . . . or bridge lessons.



Telidon audio-visual systems are specially designed terminals with extra computer memory which allow Telidon's high resolution animated graphics and text to be used as an effective, low-cost means of presenting a message to small groups or large crowds. Telidon audio-visual displays can be accompanied by sound tracks and can be stored in the special Telidon terminals, re-ordered at the touch of a button and projected at any speed the operator wishes. New "slides" can be called up from remote data bases to prepare a completely new presentation within a matter of minutes.

The Telidon information provider terminal used to create a page of information for an audio-visual display can also be used to create pages for a data base or teletext transmission, or for electronic mail. The same page of information can be used in any of the three modes. The Telidon software itself is sophisticated enough to handle the high-resolution images required in satellite weather maps as well as simple messages and graphics for ordinary users.

This compatability means that Telidon can handle nearly all forms of electronic message communications, from the home user who wants the morning traffic report and sports scores, to those of the businessman who needs an effective office communications and market monitoring system, as well as those of the scientist or engineer who needs highly accurate, high volume data and image storage and retrieval systems.

As new uses develop, they can be tied in to the same Telidon system. There will be no need to store data in one format for data processing, another for word processing and another for transmission. Telidon covers the waterfront.

Telidon price declines

The price of Telidon equipment has been falling steadily since the first terminal was built in 1978 and most experts agree that the consumer price for a Telidon decoder will have fallen to $300 (Cdn.) by 1983.

Roger Woolfe, a consultant with the English firm of Butler, Cox and Partners, recently completed a cost projection of comparative prices for Canada's Telidon system and Britain's Prestel equipment.

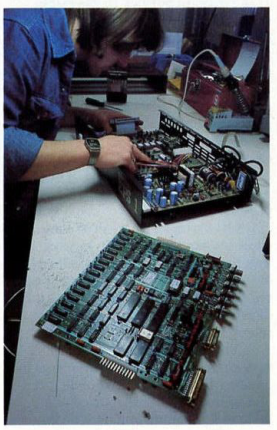
In 1980, he found, Telidon decoders (without television monitor) cost $1,450 (Cdn.), in single quantities, while Prestel decoders sold for $1,120. As production reaches 100,000 units a year, Woolfe reported, the cost of Telidon equipment should drop to $290 per unit.

In a report for Communications Studies and Planning Ltd., this year, writer Hilary B. Thomas noted that "despite claims to the contrary, alpha-geometric terminals are not necessarily more expensive than alpha-mosaic."

Electrohome, one of four Canadian firms manufacturing Telidon terminals, predicts that the cost of equipment will drop by a factor of three in the next three years as production increases.

Electrohome marketing manager Patrick Anthony says his company expects the business market for terminals to develop before the consumer market takes off. As a result, in 1981, the company expects to produce more than a thousand business user terminals, complete with color television monitor, Telidon decoder and modem at a total cost of $3,876. As sales pass the 50,000-a-year mark in 1983, the company will be manufacturing a complete home consumer package with monitor, standard television capability, modem, teletext receiver, decoder and possibly keyboard capability, for $1,100.

The MK III chassis is assembled at Norpak's Pakenham, Ont. plant.



IF YOU'RE THINKING TELIDON THINK NORTHERN TELECOM

Northern Telecom, North America's second largest manufacturer of Telecommunications equipment is proud to have been selected as supplier of Telidon user terminals for use in the upcoming Bell Canada field trial.

Northern Telecom's new Telidon user terminal has the latest in integrated design features including: high resolution display, controlled picture stability, built-in modem, automatic dialing, call monitoring and a convenient wireless hand-held keypad transmitter.

For further information, contact Northern Telecom Canada Limited, 300 Fenmar Drive, Weston, Ontario. M8L 1M6 (416) 749-0110 Ext. 6307.

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The slide show goes electronic

Slide projectors, wall charts, overhead projectors and other mechanical display systems are being dropped by a number of organizations in favor of Telidon equipment because Telidon is an easier, more effective and more sophisticated way to convey information to individuals and groups.

The combination of inexpensive computer memory, Telidon's innovative and easy-to-use graphics system and the latest in display technology has led to a new dimension in audiovisual displays.

New equipment such as Hemton Corporation's Electronic Projector System (EPS) allows educators, seminar organizers and sales managers to mount imaginative, highly professional information programs that can be tailored to suit different audiences at a moment's notice.

The heart of the Hemton EPS terminal is a modified Telidon decoder with 100 pages of extra memory. An optional cassette recorder allows information program data and soundtracks to be pre-recorded. When a modem is added, the EPS can also be linked to any Telidon network, so that information displays can be called up from data bases thousands of miles away.

The system can be used with any standard color monitor, with a series of monitors, or with large screen projectors. The EPS package works much like a slide projector except that text, charts and graphics are stored in computer files in the microprocessor memory of the EPS terminal. These electronic "slides" can be displayed in any order the user chooses with the press of a button. The "slides" can be created so that they appear instantly on the screen or progressively, with different parts of the image being "painted in" gradually by the EPS terminal. Slides can contain more than one page of information and sound tracks can be timed to blend perfectly with the changing display.

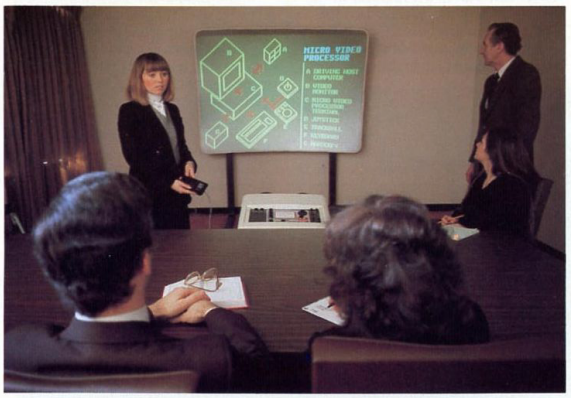
The overall result is an effective, professional-looking production that holds the audience's attention without the normal distractions caused by mechanical projection systems.

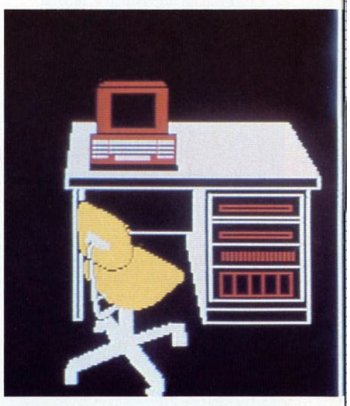
For special applications such as information booths in public places, the system can be modified to allow members of the public to select a button and choose slides dealing with areas of specific interest in any order they wish. Optional equipment allows quick production of hard copies of the material on display.

For those who are organizing audiovisual presentations, the system can cut production time and reduce costs because it is so easy to use, says Barbara Nelson, spokesperson for Hemton.

If conventional slide shows and audiovisual display programs become outdated or need to be modified for any reason, the artwork must be reproduced mechanically or by hand, the slides have to be re-shot with a camera and there may be other production delays.

But with Telidon technology, Nelson says, an outdated slide can be modified on an information provider terminal almost as quickly as the graphic artist can draw. Using an information provider terminal and





In the boardroom, Telidon audio-visual systems can get your message across effectively.

New medium for government information

The Canadian government's Task Force on Service to the Public will use Telidon as part of a nation-wide program to provide the public with access to government information and services.

The Task Force is establishing more than 100 service bureaus as a pilot program that runs until March 31, 1982. The objective is to give the public easier access to information about government. Telidon is one of several means by which this service is being provided.

Other Task Force initiatives include improving access to government information through citizen-oriented telephone listings in a special section of telephone directories and development of federal-provincial telephone referral services.

There are different types of service bureaus — walk-in centres in existing federal offices, mobile units and unmanned carrels. Most will include Telidon terminals. The largest operations are walk-in centres. In Vancouver, Edmonton, Regina, Winnipeg, Quebec City and Halifax.

Including Telidon in the service bureau project has provided the Department of Communications and the Task Force with an opportunity to test and use the technology on a national scale. It permits demonstration of various capabilities of the system for the department while enabling the Task Force to begin development of a live data bank.

Under Task Force direction, the data base began with a broad cross section of information from government departments and major agencies. This preliminary data system was designed for continual expansion and modification to meet the needs of users. Special, in-depth segments are also being added.

As technology advances, other features, including feed-back capability and regional data banks, will be incorporated.

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We are the world's leading commercial provider of Telidon services

Since its creation in 1975 Infomart has been actively involved in all facets of electronic publishing providing, for example, data base source and search services to over 500 libraries and industrial firms across Canada.

Infomart has also emerged as Canada's first and largest videotex services company, and has become the leading international commercial provider of Telidon services and systems.

Today Infomart offers the most comprehensive range of Telidon videotex services available in the world.

— Design and installation of complete Telidon turnkey systems — system operation — Telidon videotex application design — state-of-the-art page and graphics creation services and facilities — software development — electronic publishing consulting — seminars, conferences and training —

Infomart has also designed and launched "Grass Roots", an agricultural videotex service that is the world's first commercial application of Telidon videotex technology.

Infomart

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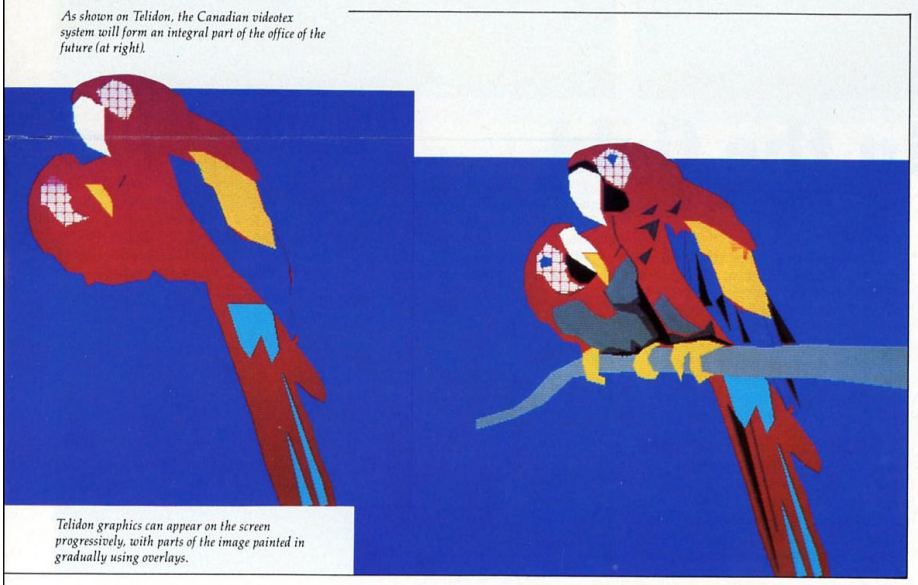
TELIDON TODAY

Telidon's sophisticated but simple Picture Description Instructions, a slide can be drawn or corrected and inserted in the "slide-show" in a matter of minutes. With an optional graphics tablet, image creation is even faster. Moreover, the updated slide can be transmitted electronically by the graphic artist to the customer, and new presentations can be created from the customer's own tapes or data banks. This concept was used recently to create custom presentations in situ by a Canadian delegation to West Germany.

Hemton, a pioneer in the electronic projector field, also has a full staff of graphic artists and information program planners who can prepare special presentations for clients.

Tracing on a graphic tablet, the artist creates the map shown on screen at left.

As shown on Telidon, the Canadian videotex system will form an integral part of the office of the future (at right).



Telidon graphics can appear on the screen progressively, with parts of the image painted in gradually using overlays.

Telidon and the home computer

Telidon is breaking into the rapidly-growing home computer market. Software and hardware are being developed to use Telidon's capabilities in home or office computing systems. Adaptors will soon be available for some home computers to enable them to function as part of the growing Telidon network.

The simplicity of the Telidon data format means that new software can be developed for special applications within a matter of months, while competing videotex systems may take years to reprogram for specific functions.

the GENESYS GROUP
CONSULTANTS

for Telidon systems and services

GENESYS GROUP is Canada's largest contributor to the government's Telidon central computer development. Our installations include: C.R.C., Bell Canada, and Alberta Government Telephones. Genesys has developed a Telidon Computer and System which is now available and starts with 50,000 page capacity for up to 64 terminals. At $1. per page its price/performance is the best in the industry — affordable for both small and large installations. Applications for the graphics info-storage and retrieval include computer aided instruction and testing

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Hemton makes Telidon look good... and sound great!

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Now with a regular cassette you can load, store and play back both your Telidon images and your soundtrack.

The result? A unique tailor-made presentation that sells your company and your products in any one of four display formats:

(1) manual-advance videotex
(2) automatic-advance videotex
(3) videotex plus background music
(4) videotex plus full soundtrack

Hemton's Electronic Projector Systems are easy to use and fully compatible with the Telidon network. Hemton's talented graphic team can construct presentations for you that are both dramatic and effective.

For more information on our EPS and examples of some of the unique ways our customers have used it, call on Hemton today.

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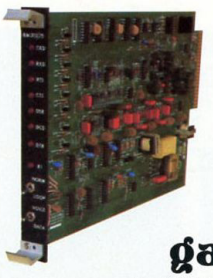
THE TELIDON MODEM CONNECTION



- RM312 is a 1200/150 bps, Telidon compatible modem.
- Available as a rack mount, stand alone, or component module for placement within Telidon terminal.
- Factory option simulates 1200 bps reverse channel operation compatible with existing 1200 bps full duplex equipment.

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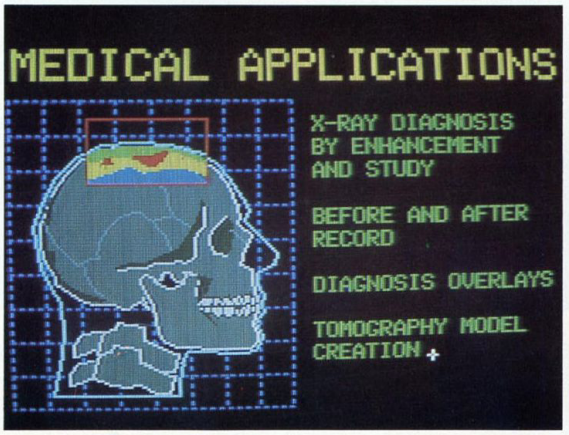
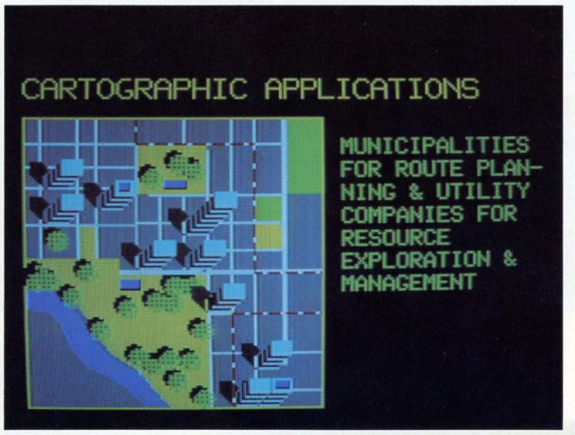



CARTOGRAPHIC APPLICATIONS
MUNICIPALITIES FOR ROUTE PLANNING & UTILITY COMPANIES FOR RESOURCE EXPLORATION & MANAGEMENT

Telidon in the field

In small towns, farming regions and major urban centres across Canada, Telidon is being tested in field trials to demonstrate the flexibility of the system and its ability to meet the special needs of a diverse population in a vast country.

Dozens of companies, government agencies and educational institutions are working together to find out exactly what the public wants from videotex and teletext services.

Telephone lines, coaxial cables, television broadcast signals, fibre optic cables and even satellite transmission are being used to illustrate the ease with which Telidon adapts to different transmission methods.

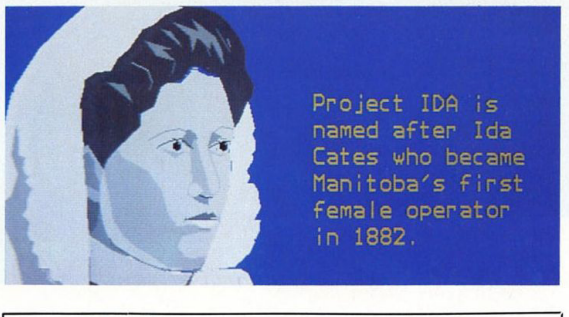
Nine Telidon field trials will be in operation in Canada by the end of 1981, ranging in size from the 500-terminal Project Vista trial in Toronto and Quebec City to the 20-terminal Project Mercury in Saint John, New Brunswick.

Each system is designed to demonstrate and test different mixes of Telidon videotex or teletext and other interactive communications services, but some common services will be available in many of the systems.

In the suburban community of South Headingley near Winnipeg, for example, the Manitoba Telephone System is working with local companies in Project Ida, a field trial providing several thousand pages of information on world and local news, weather, video games, sports, consumer education, recipes, and entertainment listings. Project Ida is also testing such services as automatic fire alarm reporting, automatic metering, digital telephone transmission, and free closed-circuit television programming, including movies, sports and cultural events.

Project Ida subscribers are also able to call up material prepared for two field trials being run in Ontario by TVOntario, the provincial educational broadcaster, using the Anik B satellite and microwave links.

TVOntario was the first organization to launch a Telidon field trial, and this year is conducting two projects simultaneously, one in the broadcast or teletext mode, the other in the telephone or videotex mode.



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Volker-Craig is developing integrated TELIDON capability in its VC1000 series colour terminals. Volker-Craig's strength lies in user-oriented features. The company is currently a leading supplier of monochrome video display terminals. This expertise is being applied to terminals with integral communications (i.e. voice/data), color display, and full typewriter-style alphanumeric keyboard. These products address not only TELIDON applications but also other timesharing applications using standard "teletype-compatible" terminals.

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GRASSROOTS: Telidon as an agricultural tool

The farmers of southern Manitoba are the first Canadians to benefit from the commercial use of Telidon as an agricultural market research and business planning tool.

Beginning in mid-1981, nearly 30,000 producers can access Telidon. Sets located in public places provide information on market trends, prices, commodity reports and world and local weather conditions.

The Project Grassroots network, a joint undertaking by the Manitoba Telephone System and Infomart, Canada's largest electronic publishing firm, consists initially of 25 Telidon TV terminals in the offices of grain elevator operators, crop insurance agents, agricultural agents and in other locations where farmers gather to do business.

"Ninety per cent of the area's 30,000 producers will be within 30 kilometres of a Grassroots terminal even at this stage," says Manitoba Communications Minister Harry Enns.

Originally a spin-off of the Project Ida Telidon field trial in South Headingley, near Winnipeg, Project Grassroots information will be available to Project Ida users. The project will expand later in 1981 when 150 more terminals are installed in the Elie-St. Eustache area as part of a test of Telidon transmission via optical fibre. Project Elie users will have access to Project Grassroots data as well as other services.

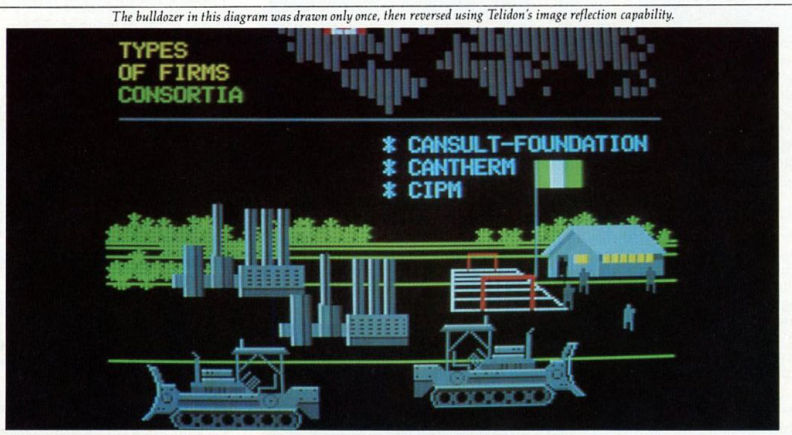
"Grassroots will be the world's first commercial application of Telidon," says Infomart president David Carlisle. "It is not a test, a trial or pilot project. We're in the business of providing Telidon service as a better way for everyone serving the agribusiness community to reach producers with comprehensive, up-to-date information at the time they need it."

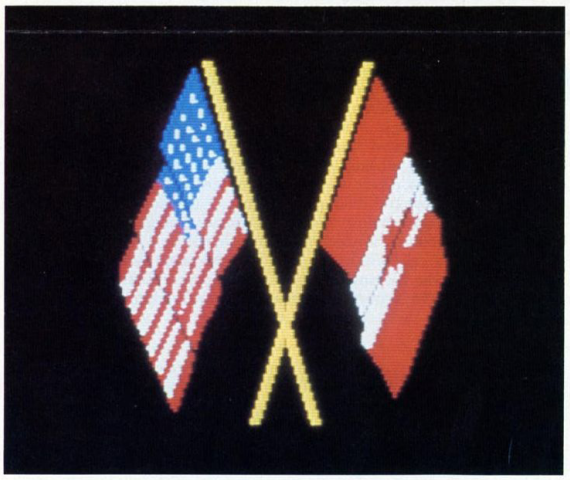
Producers pay nothing to use the terminals and can participate in local advisory committees to provide feedback about what type of information they'd like to see added to the system. For information providers, the system is an effective, inexpensive and convenient way to get their messages to farmers. To store a page of information on the system and provide unlimited access to farmers, information providers pay only one dollar per page per month.

Manitoba Agriculture Minister James Downey says Project Grassroots is likely to have an impact at the provincial, national and international levels as it demonstrates the benefits of better information exchange between producers, governments and the many businesses and organizations serving the agricultural community.

"Grassroots is an historic merger of Canada's pace-setting Telidon technology with the needs of farmers for better information on today's market prices, feed costs, grain futures and other variables which affect the vital agribusiness of this province," Downey says.

The bulldozer in this diagram was drawn only once, then reversed using Telidon's image reflection capability.





U.S. government in Telidon trial

The first international trial of a Telidon-based consumer information system is being conducted in Washington, by the Alternate Media Centre at the New York University School of the Arts.

Sixty terminals are being used in the teletext field trial, sponsored by the U.S. National Science Foundation, the National Telecommunications Administration and the Department of Education with the assistance of the Canadian Department of Communications.

The terminals, to be located in homes and offices in the U.S. capital, will receive signals broadcast in the Vertical Blanking Interval (VBI), the unused scanning lines of the regular television signal of WETA, the Washington Public Broadcasting System station.

On air from April 1981, the Alternate Media Centre project is using information provided by The Washington Post, The Washington Star, the Public Libraries of the District of Columbia, several federal agencies and a number of consumer and business information groups.

WETA is broadcasting some 300 pages of constantly updated material to terminals built by Norpak Limited of Pakenham, Ontario, and television receivers by Electrohome Limited of Kitchener, Ontario.

Canada is providing the WETA project with technical assistance from the Communications Research Centre at Shirley Bay, near Ottawa, and from the Ontario Educational Communications Authority, which launched the first Telidon field trial in January 1980.

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The Canadian approach to videotex: Let the market define its needs

The development of videotex technology has captured the imagination of academics, businessmen and social commentators across the Global Village. It is seen as a first step in an information revolution that will change the way we view each other, the world and ourselves.

The potential of videotex systems is enormous. The technology will open doors to information banks around the corner and across continents. Videotex will turn the home television set into a tool for business, recreation and education.

"Unlike other countries, Canada has not tried to develop a narrowly defined videotex system and impose it on the market on a large scale in one step. Such an approach risks needing to retrofit the system later at great expense if the services are not exactly what the public wants," says John Smirle, director of information technology applications at the Canadian Department of Communications.

The Canadian approach has been to define a broad and flexible set of system standards and products and meet the demands of the market within this framework. Instead of instituting one large-scale videotex program, Canada has started a network of smaller, compatible field trials to test different applications of videotex and teletext across the country and in other parts of the world.

Canada is using the information gathered from the trials to start larger scale services in domestic and international markets.

This approach has already led to the development of the world's first commercial agricultural Telidon videotex service, Project Grassroots in rural Manitoba.

Grassroots is a spin-off of the Project Ida field trial near Winnipeg. Information collected from the public and businesses in the Winnipeg area for Project Ida showed a demand for a special service to provide agricultural information to farmers. The system is paid for by the companies and agencies in the agricultural field who need to disseminate information, says David Carlisle, president of Infomart, Canada's biggest electronic publishing firm.

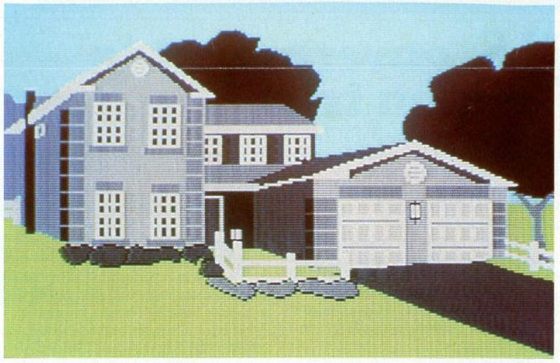
"We feel this is an effective way to make videotex a self-supporting industry as soon as possible," Carlisle says. "By defining a sub-market and setting up a system to serve it, we introduce different segments of the public to the usefulness of Telidon and soon they will come to rely on it. The introduction of Telidon on a mass-market scale is easier if it is based on healthy sub-markets tailored to the users' needs."

Patrick Anthony, marketing manager for Electrohome Ltd., an electronics manufacturer, says his company believes the first Telidon sub-markets to develop will be in business, education and government. "We see the terminals primarily going into business markets for the next two to three years, with mass consumer markets being around the corner in 1983-84," Anthony says. "For the moment, business and education are where the dollars are going to be spent, because they have practical and immediate uses for the systems."

Smirle believes there will be an overlapping effect between sub-markets that will lead to large scale acceptance by consumers as they are exposed to the benefits of Telidon.

"As we develop specialized data bases such as for real estate and tourism, the public will become more aware of the system. For instance, an agricultural producer who knows Telidon from the Grassroots system will find he can book a hotel room in Toronto using the reservation service. When he arrives at his hotel, there may be a terminal in his room that will serve as an entertainment guide, but he'll also be able to use it to check the agriculture reports. He may attend a meeting where a briefing will be given on a Telidon set. There's an interaction of applications that will convince him he should have a terminal in his home. The beauty of the system for anyone starting a videotex service is that all the equipment is compatible."

Specialized data bases for real estate, tourism, will change the way we do business.



Any language can be produced on Telidon. Arabic words appear on the screen from right to left – the order in which they're read.

TIME ON TELIDON'S SIDE

Telidon has been chosen by Time Inc. of New York for the first national, multichannel teletext service for home cable subscribers in the United States. Time Inc. publishes *Time, Life, People, Sports Illustrated, Money,* and *Fortune* magazines as well as *The Washington Star* and the Time-Life series of educational books.

The Time Telidon trial will use a satellite link and will take place on one of the cable systems owned by American Television and Communications Corp., a Time Inc. subsidiary, with 1.3 million cable subscribers in the United States. Home Box Office, which has 4.5 million subscribers, is also a subsidiary of Time Inc.

Sean McCarthy, director of Time Inc.'s video group development unit, said that Time chose the Telidon system because it allows the greatest degree of editorial flexibility. "Its capacity to produce graphics exceeds the current capabilities of other teletext formats."

Editorial material will be drawn from Time Inc.'s own editorial resources and from national and local newspapers and other information sources. Time will also participate in a Canadian Telidon trial in Toronto late in 1982.

Enquiries may be addressed to the nearest Canadian Embassy, High Commission or Consulate or, in Canada, to the Telidon Program, Department of Communications, 300 Slater Street, Ottawa, Ontario K1A 0C8.

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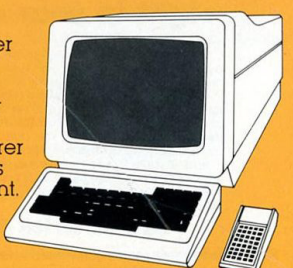

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